

## ABSTRACT

The present invention relates to an improved method for serving picture images on the internet based on a different method, and in particular to an improved method for serving picture  
5 images on the internet which is capable of selling picture images for an increased price based on an anti-discount service method with respect to images having a high use frequency by determining a sale sequence of images, and when using the picture images, a place of use, a start date of use, and serial number of images are reported to an operator of a web site.